

King, Valerie A.

From: Paul Holton [paul@smpcom.com]
Sent: Thursday, September 04, 2003 1:16 PM
To: Peggy Niana
Subject: Re: Re: Official letter

Sensitivity: Confidential

Can you tell them it's only for Zaplink systems that are in Circle K convenience stores? Explain that Circle K's legal department needs to be sure that MDS has permission by Philip Morris to say "Marlboro." Tell them that the materials are the IRB and PM approved (the :30 spot, and print ad with MDS logo).

Basically, Circle K does not want to get in trouble from PM for using their brand name of cigarette. Also, Circle K is not allowed to promote on specific brand of cigarettes over another, and they want to make sure that this is for a study, and not more advertising for PM.

I don't want to send this email to Zaplink. I think it would raise too many questions...

-----Original Message-----

From: Peggy Niana [mailto:Peggy.Niana@mdsps.com]
Sent: Thursday, September 04, 2003 11:09 AM
To: Paul Holton
Subject: FWD: Re: Official letter
Sensitivity: Confidential

This is where we are at right now. I will work on this.

Peg